**EU TANZANIA BUSINESS FORUM 2023: ENGAGING THE MEDIA AS KEY STAKEHOLDER**

**Dar es Salaam, 23 January 2023.** The Delegation of the European Union (EU) to Tanzania and the East African Community (EAC), together with the Ministry of Investment, Industry and Trade, and the Tanzania Investment Centre (TIC) today held a briefing session in Dar es Salaam for editors from various media houses to introduce the EU-Tanzania Business Forum that will take place on the 23rd and 24th of February 2023, in Dar es Salaam. The Forum aims to present Tanzania’s opportunities and comparative advantage as a strategic destination for direct investments to businesses and investors from the European Union.

The meeting was attended by Dr Hashil Abdallah, Permanent Secretary in the ministry of Investment, Industry and Trade; H.E. Manfredo Fanti, the Ambassador of the EU to Tanzania and the EAC; and Mr John Mathew Mnali, the Executive Director of TIC. More than 30 editors and journalists from different media were informed of the various aspects pertaining the business forum, and how the media can engage in ensuring effective communication on the vast opportunities the forum brings.

The EU-Tanzania Business Forum 2023 will attract high-level participation from Europe and Tanzania, including political leaders, heads of international financial institutions, executives of distinguished companies, and prominent business delegates. About 600 participants interested in investing and/or expanding their business in Tanzania in the sectors of energy transition, agriculture, manufacturing, logistics, digital connectivity and construction, will convene for the two days.

To ensure the success of the Business Forum, the EU and the government of Tanzania have engaged multiple stakeholders from the private sector in Tanzania and Europe, financial institutions and other experts. The objectives are: to showcase Tanzania’s opportunities and comparative advantage for EU investors; to facilitate discussions among business peers, government officials and political leaders of both Tanzania and Europe, with a view to catalysing new partnerships. Moreover, the Forum aims at presenting the tools for private investment (registration, work permit, rules of origin) and private sector development (access to finance, connectivity, skills development); and at providing a platform for Private-Public dialogue to further improve the business environment.

The 2023 EU Tanzania Business Forum is tailor-made to selected entities and participants who will benefit from direct business-to-business (B2B), business to financial institutions (B2F), and business to government actors (B2G) one-on-one engagements and matchmaking.

*“This first ever EU and Tanzania Business Forum speaks to the continued efforts of the government in opening up our economy by improving the business climate and constant strategic reforms. This forum offers Tanzania a great opportunity to welcome European investment, technology and expertise to our country. It is part of our current efforts to attract businesses and investments from across the globe to key sectors such as renewable energy, mining of critical minerals, sustainable agriculture, etc. We hope to sign various investment deals which will bring additional employment to our youth and will contribute to maintaining our middle income country status.” ~*Dr Hashil Abdallah, Permanent Secretary, on behalf of Hon. Dr Asha Kijaji, Tanzania Minister of Investment, Industry and Trade.

*The EU-Tanzania Business Forum is to be seen in the context of the longstanding commitment of the EU to support private sector development and investments in Tanzania. This will be a very visible event on which we will build taking the opportunity of the government’s commitment to improve the legal and administrative framework for the business, an essential condition to attract foreign direct investment.* H.E. Manfredo Fanti, Ambassador of the European Union to Tanzania and the EAC

The EU-Tanzania Business Forum is expected to improve mutual confidence and trust, which will advance the business environment for economic interaction between the EU and Tanzania. The active participation of the media will be crucial to realising the objectives of the EU-Tanzania Business Forum, as well as provide room for further engagement beyond the walls of the forum and the two-day sessions.